

WCCO-TV

90 SOUTH ELEVENTH STREET, . MINNEAPOLIS MN 55403-2450

WCCO-TV

AND

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146318	AGENCY (OR SERVICE)		ACTING AS AGENT FOR	342733	ADVERTISER (OR AGENCY AND ADVERTISER)		<div>Cancellation Notice</div> <div>Required</div> <div>Announcement 28 days</div> <div>prior notice</div>
NAME	STRATEGIC MEDIA PLACEMENT				TOMMY THOMPSON FOR SENATE		
AND	7669 Stagers Loop				PO BOX 2539		
ADDRESS	Delaware		OH	43015-7010	Madison	WI 53701-2539	
	USA				USA		
CONTACT	Whitney Eversole				PRODUCTSen. Tommy Thompson Est#3185		
LOCAL SALESPERSON	Nicole Roy Pol		AGENCY EST. NO. 3185		PRODUCT CODE	1300	
NATIONAL SALESPERSON							
BROADCAST SCHEDULE STARTING 10/31/12 AND ENDING 11/06/12 NO. WEEKS: 1							

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1	00021..	3	05:58A	07:00A	30S	11/01/12-11/02/12	THIS MORNING	3	750.00	2250.00
2	11000..	2	05:58A	07:00A	30S	11/05/12-11/06/12	THIS MORNING	2	810.00	1620.00
3	00031..	4	07:00A	09:00A	30S	11/01/12-11/02/12	CBS THIS MORNING	4	450.00	1800.00
4	11000..	2	07:00A	09:00A	30S	11/05/12-11/06/12	CBS THIS MORNING	2	540.00	1080.00
52.	2	05:58A	08:00A	30S	11/03/12-11/03/12	CBS THIS MORNING: SATURDAY	2	400.00	800.00
61	1	09:58A	11:30A	30S	11/04/12-11/04/12	WCCO SUNDAY MORNING NEWS	1	800.00	800.00
71.	1	06:00P	06:30P	30S	11/03/12-11/03/12	SATURDAY 6P NEWS	1	1400.00	1400.00
8	00011.0	2	10:00P	10:35P	30S	11/01/12-11/02/12	LATE NEWS M-F/SU	2	2800.00	5600.00
9	10000.0	1	10:00P	10:35P	30S	11/05/12-11/05/12	LATE NEWS M-F/SU	1	3150.00	3150.00
101	1	10:35P	11:05P	30S	11/04/12-11/04/12	WCCO 4 NEWS AT 10:30	1	1000.00	1000.00
111.	1	10:00P	10:35P	30S	11/03/12-11/03/12	LATE NEWS SAT	1	2200.00	2200.00
12 CDR	..1....	1	07:58P	08:58P	30S	10/31/12-10/31/12	CRIMINAL MINDS	1	4500.00	4500.00
13 LUR	00011..	2	09:00A	09:58A	30S	11/01/12-11/02/12	JEFF PROBST SHOW	2	350.00	700.00
14	10000..	1	09:00A	09:58A	30S	11/05/12-11/05/12	JEFF PROBST SHOW	1	405.00	405.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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CONTRACT NO. REV.

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NAME STRATEGIC MEDIA PLACEMENT TOMMY THOMPSON FOR SENATE

AND 7669 Stagers Loop PO BOX 2539

ADDRESS Delaware OH 43015-7010 Madison WI 53701-2539

USA USA

CONTACT Whitney Eversole PRODUCT Sen. Tommy Thompson Est#3185

LOCAL SALESPERSON Nicole Roy Pol AGENCY EST. NO. 3185 PRODUCT CODE 1300

NATIONAL SALESPERSON

BROADCAST SCHEDULE STARTING 10/31/12 AND ENDING 11/06/12 NO. WEEKS: 1

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			FROM	TO						
15 CDR	00010..	1	11:58A	12:30P	30S	11/01/12-11/01/12	NOON NEWS	1	700.00	700.00
16 CDR	00010..	1	02:58P	03:57P	30S	11/01/12-11/01/12	DR. PHIL	1	475.00	475.00
17 CDR1.	1	06:58P	10:00P	30S	11/03/12-11/03/12	NCAA COLLEGE FOOTBALL	1	1800.00	1800.00
181..	1	06:58P	08:00P	30S	11/02/12-11/02/12	UNDERCOVER BOSS	1	3100.00	3100.00
191	1	11:57A	06:00P	30S	11/04/12-11/04/12	NFL REGULAR SEASON GAMES	1	5000.00	5000.00
20	11001..	1 2	04:58A	05:58A	30S	11/02/12-11/02/12 11/05/12-11/06/12	SUNRISE THIS MORNING	3	350.00	1050.00
211.	1	07:57A	09:00A	30S	11/03/12-11/03/12	SAT 8AM NEWS	1	500.00	500.00
221.	1	10:35P	11:05P	30S	11/03/12-11/03/12	STORM STORIES	1	650.00	650.00
23	10000..	1	03:57P	05:00P	30S	11/05/12-11/05/12	ELLEN DEGENERES	1	810.00	810.00
24 CDR	10011..	2 1	11:37P	12:38A	30S	11/01/12-11/02/12 11/05/12-11/05/12	THE LATE LATE SHOW W/CRAIG	3	270.00	810.00
25 CDR	0001...1..	2	12:37A 12:37A	01:07A 01:07A	30S	11/01/12-11/02/12	10P NEWS REPLAY	2	200.00	400.00

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AGREEMENT MADE BETWEEN

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Announcement 28 days
prior notice

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			FROM	TO						
							Total Contract:	40		42600.00
							Billing Summary			
						Qtr 4-12	Oct .00	42600.00	Nov .00	Dec .00
									Total 42600.00	
									GRAND TOTAL 42600.00	

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